Andrew West
Curriculum Vitae

PERSONAL SUMMARY
A highly talented, driven and flexible Graphic Designer, Creative Artworker and Web Designer with a proven record of delivering creative and innovative design solutions. I have the ability of developing projects from inception through production to final delivery, ensuring that all work is effective, appropriate and delivered within agreed timescales. Able to work as part of a team with printers, copywriters, photographers, other designers, account executives, web developers and marketing specialists.

KEY SKILLS AND COMPETENCIES
Innovative, highly creative, good at thinking 'out of the box'. Keeping abreast of relevant new techniques in design software, media and photography. Experience with booklet, catalogue, brochure, magazine and email marketing design. Willingness and ability to work independently and as part of a team. Able to work under pressure and meet deadlines. Highly organised and able to prioritise own work schedule. Able to work within brand and design guidelines. Excellent graphical skills, creative flair and good colour sense.

ADDITIONAL INFORMATION
I am well versed in different areas of design and have successfully designed solutions for print media and websites. My key duties and responsibilities include, among others, the following:

- Meeting clients to discuss the objectives and requirements
- Understanding the client's need's and developing suitable concepts
- Estimating the amount of time needed to complete projects
- Designing different types of illustrations and layouts as per brand guidelines
- Produce excellent visual solutions
- Working with different types of media, including computer aided design and photography
- Working alone or as part of a team as per the requirements of the project
- Collaborating with copywriters, photographers, printers, stylists, illustrators, and account managers to give the best service to the clients

I am comfortable with Mac systems and in addition, I have in-depth knowledge about most designing software.

I have good communication and listening skills. I am a team player to the core, but am also at complete ease when working alone.

Portfolio
My online CV and portfolio can be found at the following address:
https://andrewjwest.wixsite.com/andrew-west-cv

Contact details:

07401 734 973

andrewjwest@icloud.com

1 Plough Meadow
Leintwardine
Craven Arms
Herefordshire
SY7 0QN

Academic qualifications:
Leicester School of Printing,
Leicester Polytechnic
Graphic Design and Printing
Foundation

Guilsborough County School
Northants
GCSE:
English
Maths
Art And Design
Technical Drawing

References:
Available on request.

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CURRENT WORK EXPERIENCE SUMMARY

Design & Brand Manager | Marketing Department
2016 - 2024 Leach's Ltd

Developing concepts and artwork, creating graphic design solutions from concept through to completion. Responsible for developing and creating both digital and print design for a wide range of print and online campaigns, publications and advertising.

Duties:
Managing, producing and designing projects from brief to fulfilment. Designing and creating marketing and e-marketing materials on a range of projects. Ensuring consistency in corporate and promotional brands. Presenting finalised ideas and concepts to senior managers and directors.

Involved in designing booklets, advertisements, brochures, handouts, flyers and online graphics. Working with a range of media, including photography, to create final artwork.

Keeping up to date with new software, post-production techniques and industry trends. Producing graphic content for site page layouts, email designs and site graphics. Working closing with national printers, ensuring competitive pricing and deadlines.

EMPLOYMENT HISTORY

Previous Work Experience

2016 - 2024	Leach's Ltd Design & Brand Manager | Marketing Department
2000 - 2016	First Aid International Ltd | Media Manager
1998 - 2000	Trident Print & Design | Design and Print Manager
1995 - 1998	MBNA Bank | Marketing Department
1992 - 1995	Hinckley Reprographic Services | General Manager
1989 - 1992	BPS - Canberra, Australia | Graphic Designer
1986 - 1989	Sports Marketing & Leisure Ltd | Graphic Design & Reprographic Manager
1984 - 1986	Imperial Business Equipment | Graphic Designer

Areas of expertise:

Adobe Creative Cloud:
InDesign
Photoshop
Illustrator
Acrobat Pro
Premier Pro
After Effects
Dreamweaver

QuarkXpress
Microsoft Office

Personal skills:

- Attention to detail
- Accurate
- Adaptable
- Communication skills
- Collaberative working
- Creativity and design
- Dependable
- Efficient
- Methodical
- Organised
- Problem solving
- Reliable
- Resourceful
- Time management
- Versatile